

The Influence of Price Perception and Service Quality on Repurchase Intention at Family Mart Retail Stores in Malang

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KEYWORDS: Price perception, service quality, repurchase intention, retail consumer behaviour, FamilyMart.

ABSTRACT: This study examines the impact of price perception and service quality on repurchase intention at FamilyMart Kayutangan, a convenience store brand operating in the competitive retail environment of Malang, Indonesia. The study was carried out applying an explanatory approach and a quantitative methodology. Data were gathered by means of questionnaires sent to one hundred consumers who had lately visited FamilyMart Kayutangan. The technique of sampling used is known as purposeful sampling. The analysis revealed that price perception and service quality favorably and significantly affected repurchase intention. The two independent variables could help to explain 57.6% of the variance in repurchase intention, according to the results of the regression analysis. One could explain some of the variance in repurchase intention by the two independent variables. The study concludes that maintaining competitive price-value alignment and offering consistently high-quality services are two vital strategies for raising customer loyalty. FamilyMart has to keep focusing on employee professionalism, store environment, and loyalty programs if it is to increase customer retention in a competitive urban setting.

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1. INTRODUCTION

The convenience store sector in Indonesia has grown rapidly due to urbanization, lifestyle changes, and the demand for easy shopping access. According to the Indonesian Retailers Association (APRI, 2023), there are now over 100,000 convenience stores nationwide, dominated by brands such as Indomaret, Alfamart, and FamilyMart. In Malang, where many students and urban consumers live, competition is intense, making factors like price perception and service quality crucial in shaping customer loyalty and repurchase intention.

FamilyMart entered Indonesia in 2012 through PT Fajar Mitra Indah and has expanded to more than 330 stores by March 2025. This study focuses on its Kayutangan outlets in Malang, which serve a diverse mix of students, workers, and tourists. FamilyMart offers Japanese-inspired items such as onigiri and bento along with local products, but its prices are generally higher than competitors, creating a need to justify its premium value through better service and experience.

Kayutangan is a historic and commercial area that attracts various consumer groups. FamilyMart's modern design and product variety aim to create a premium impression. Research by Liu and Tingko (2016) notes that when customers see prices as fair and matching quality, their repurchase intention increases. The store's clean and organized layout helps strengthen this perception and may encourage repeat visits despite higher prices.

Service quality also plays a major role in customer satisfaction and loyalty. Cleanliness, staff responsiveness, and product availability are essential elements (Raihana & Setiawan, 2018). FamilyMart's consistent Japanese-style service distinguishes it from competitors like Alfamart and Indomaret. Therefore, this study, titled "The Influence of Price Perception and Service Quality on Repurchase Intention at FamilyMart Retail Stores in Malang," aims to analyze how these factors influence repurchase intention and provide insights for improving customer loyalty in Malang's competitive retail market.

II. LITERATURE REVIEW

Marketing

According to Tjiptono and Diana (2020: 3), marketing is the process of creating, distributing, promoting, and pricing goods, services, and ideas to facilitate satisfying exchange relationships with customers and to build and maintain positive relationships with stakeholders in a dynamic environment. Another opinion by Sudaryono in Sutopo, et al. (2021: 2), marketing is a collection of interrelated actions to identify customer needs through the creation, offering and exchange of valuable goods and services as well as the development of promotions, distribution, services and prices so that customer needs can be met with a certain level of profit. Based on the above opinion, it can be concluded that marketing is a business activity that plays an important role in supporting the success of a business.

Consumer Behavior

According to Priansa (2021), consumer behavior is defined as the behavior of customers in searching for, buying, using, evaluating, and spending goods and services that are expected to meet their needs and expectations. Another opinion by Kotler and Keller in Octavini, et al. (2023: 100) argue that consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and place experiences, goods, services, ideas, or situations to meet their needs and desires. Consumer behavior is the way a person acts when planning, buying, and using goods or services to satisfy their needs or wants. Consumer behavior is a process that is closely related to the buying process, so consumer behavior is something that underlies consumers in making purchases. It can be concluded that what is meant by consumer behavior is a series of individual actions or behaviors displayed by consumers as they search for, select, buy, use, evaluate, and spend goods to satisfy their wants and needs.

Marketing Mix

According to Tengku (2020) states that 'the marketing mix is a good tool for marketing companies that can convince customers to buy their goods. Another opinion by Kotler and Keller in Wardiman (2022:2) explain the components included in this marketing mix activity, which is known as the 4P: 1) Product, 2) Price, 3) Place, 4) Promotion. It can be concluded that the four elements work synergistically to create value for consumers, build strong relationships with customers, and strengthen the company's position in the market. This marketing mix can be adjusted and developed according to the characteristics of the target market, industry trends, and competitive dynamics faced.

Price Perception

According to Kotler (2016), price represents the amount of money consumers spend to acquire a product or service, or the value they exchange to gain the benefits, ownership, or use of that product or service. Another opinion by Lee et al. (2011: 532) define price perception as the judgment and emotional response of consumers regarding whether the price offered by the seller is acceptable or reasonable. Resti and Soesanto (2016) argue that price perception is a critical factor that can enhance consumers repurchase intention toward a product or service, suggesting that a favorable perception of price encourages repeat purchases. While according to Kotler and Armstrong, (2015: 154) Price perception indicators including: 1) Price affordability, 2) Price suitability, 3) Price by ability or price competitiveness, 4) Price compatibility with benefits.

Service Quality

According to Indrasari (2019) said that quality is the overall characteristics and features of a product or service that affect its ability to satisfy stated or implied needs. Another opinion by Tjiptono and Chandra (2016) further argue that service quality is a dynamic condition that is closely related to products, goods, human resources, as well as processes and the environment that can at least meet or even exceed the expected service quality. Abedniya, as cited in Mardo (2016: 25), defines perceived service quality as a scale or measure used by companies to measure the extent to which the company is successful in providing solutions to customer issues. While according to Zeithaml et al in Mardo (2016: 31) Provides indicators of service quality measures that lie in 5 (five) indicators, namely: 1) Tangibles, 2) Reliability, 3) Responsiveness, 4) Assurance, 5) Empathy.

Repurchase Intention

According to Ali Hasan (2018), repurchase intention is a purchase interest rooted in previous purchase experiences, where consumers' desire and action to repurchase a product stem from the satisfaction they received in meeting their expectations. Repurchase intention is further defined as a customer's decision to purchase a product or service again from the same seller, influenced by their prior experiences and perceptions. Pham et al. (2018) distinguish between repurchase as an actual behavior and repurchase intention as a customer's commitment to future transactions, emphasizing that this intention reflects the likelihood of making subsequent purchases after an initial purchase. Repurchase intention can be measured through various indicators that reflect consumer behavior and attitudes towards future purchases. According to Anggraeni, Farida, and Listyorini (2018), key indicators include: 1) Future Purchase Intention, 2) Brand Loyalty, 3) Reduced Information Search.

Hypothesis Formulation

H1 : It is suspected that Price Perception have a positive partial effect on Repurchase Intention.

Research conducted by Suranti & Soebiantoro (2024), which found that price perception partially has a positive and significant effect on repurchase intention.

H2 : It is suspected that Service Quality have a positive partial effect on Repurchase Intention.

Research conducted by Susanto & Wanda (2024), who discovered that service quality has a positive influence on repurchase intention. Similarly, Karyatie (2016), revealed that service quality has a positive and significant impact on repurchase intention.

H3 : It is suspected that Price perception and Service Quality have a simultaneous effect on Repurchase Intention.

Research conducted by Suranti & Soebiantoro (2024) state that price perception and service quality have a positive and significant effect on repurchase intention in their research.

III. METHOD

The scope of this research discussion is the influence of price perceptions and service quality on repurchase interest at familymart retail stores. The type of research used in this study is quantitative research. Quantitative research according to Sugiyono in Nadirah, et al (2022: 10) quantitative is a research method which is based on the philosophy of positivism which is used to conduct research on certain populations / samples, data collection using research instruments, with quantitative / statistical data analysis, with the aim of testing predetermined hypotheses. This study uses an explanatory research approach. According to Sugiyono (2017) the explanatory research approach is a research method that explains the position of the variables studied and the influence between one variable and another. The explanatory research approach in research is an approach that aims to explain the cause-and-effect relationship between the variables studied.

The population of this study consists of customers who have made at least one purchase at FamilyMart retail stores located at Jalan Jenderal Basuki Rahmat No. 11 (Kayutangan) in Malang, East Java, Indonesia, as of March 2025. The Kayutangan outlet, located in the historic Klojen District, attracts a broader clientele, including local residents, workers, and tourists drawn to its cultural significance and central location within Malang's heritage area. These locations were selected as the research sites due to their strategic positioning, distinct customer profiles, and representation of FamilyMart's operational presence in Malang, providing a diverse yet focused population to analyze the influence of price perception and service quality on repurchase intention. The population is considered infinite for the purposes of this study, encompassing all individuals who have purchased from these stores during the research period.

The sample of this study is 100 respondents selected through purposive sampling which is the selection of samples based on specific characteristics (Sugiyono in Abdullah et.al, 2022: 85). The consideration referred to is the criterion applied in this research, which are the respondent is at least 17 years old, and all customers who has made at least one purchase at the Family Mart Kayutangan over the past 3 month ago. Data were collected using a questionnaire that was distributed online via Google Forms. This questionnaire was designed to measure various variables, including price perception, which includes aspects such as perceived value and price fairness, and service quality, which includes service speed and staff friendliness. That measured using a five-point Likert scale. The research instrument was tested for validity and reliability, followed by descriptive analysis, classical assumption testing, multiple linear regression analysis, coefficient of determination testing, and hypothesis testing.

IV. RESULTS

Validity Test

According to Widarjono (2018:11), Validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions in the questionnaire can reveal something that is to be measured by the questionnaire. In this study, the total number of samples (n) is 100 respondents, and the degrees of freedom (df) are calculated using the formula $df = n - 2$, resulting in $df = 100 - 2 = 98$. With $df = 98$ and a significance level of 0.05 (5%), the critical r table value is 0.1966. The following are the results of the validity test using IBM SPSS Statistics 23:

Table 1. Validity Test Results

Variable	Item	rcount	rtable	Sig.	α	Information
Price Perception (X1)	X1.1	0,636	0,1966	0,000	0,05	Valid
	X1.2	0,404	0,1966	0,000	0,05	Valid
	X1.3	0,526	0,1966	0,000	0,05	Valid
	X1.4	0,562	0,1966	0,000	0,05	Valid
	X1.5	0,599	0,1966	0,000	0,05	Valid
	X1.6	0,638	0,1966	0,000	0,05	Valid

	X1.7	0,440	0,1966	0,000	0,05	Valid
	X1.8	0,447	0,1966	0,000	0,05	Valid
Service Quality (X2)	X2.1	0,463	0,1966	0,000	0,05	Valid
	X2.2	0,623	0,1966	0,000	0,05	Valid
	X2.3	0,706	0,1966	0,000	0,05	Valid
	X2.4	0,623	0,1966	0,000	0,05	Valid
	X2.5	0,502	0,1966	0,000	0,05	Valid
	X2.6	0,544	0,1966	0,000	0,05	Valid
	X2.7	0,699	0,1966	0,000	0,05	Valid
	X2.8	0,632	0,1966	0,000	0,05	Valid
	X2.9	0,536	0,1966	0,000	0,05	Valid
	X2.10	0,652	0,1966	0,000	0,05	Valid
Repurchase Intention (X3)	Y.1	0,640	0,1966	0,000	0,05	Valid
	Y.2	0,745	0,1966	0,000	0,05	Valid
	Y.3	0,499	0,1966	0,000	0,05	Valid
	Y.4	0,660	0,1966	0,000	0,05	Valid
	Y.5	0,734	0,1966	0,000	0,05	Valid
	Y.6	0,617	0,1966	0,000	0,05	Valid

Source: Processed Data (2025)

Based on Table 1, it shows that all statement items used as measurement tools for the variables price perception (X1), service quality (X2), and repurchase intention (Y) are valid. This can be proven as all statement items in each variable have rcount greater than rtable (0.1966) and a significant value of 0.000 < 0.05. Therefore, all items can be considered valid, which means the statements presented can be used to measure the variables being studied.

Reliability Test

According to Widarjono (2018:13), mentioned that reliability is closely related to the accuracy of an instrument in measuring what is measured, the precision of the measurement results, and the accuracy of the data when re-measured. The Cronbach's alpha technique is used in research to measure the consistency of a set of items or variables in a questionnaire. The reliability test was calculated using the IBM SPSS Statistics 23 application program with the Cronbach Alpha method. The variable is said to be reliable if it provides a Cronbach Alpha value > 0.60. Based on the processing results in this study, the results of the reliability test are as follows:

Table 2. Reliability Test Results

Variable	Alpha Cronbach	Standard	Information
Price Perception (X1)	0,643	0,60	Reliable
Service Quality (X2)	0,799	0,60	Reliable
Repurchase Intention (Y)	0,730	0,60	Reliable

Source: Processed Data (2025)

Based on the table 2 of variable reliability test results, the price perception variable (X1) has a Cronbach's alpha of 0.643 > 0.60. Then the service quality variable (X2) has a Cronbach's alpha of 0.799 > 0.60. And the repurchase intention variable (Y) has a Cronbach's alpha of 0.730 > 0.60. This indicates that the items used in this study are reliable. Reliable means that the items of the brand trust variable (X1), service quality (X2), and customer satisfaction (Y) are considered trustworthy and dependable as measurement tools for the variables in the research.

Normality Test

According to Ghozali (2021: 196–199), normality can be detected by observing the distribution of data points on the diagonal axis of a graph or by examining the histogram of residuals. The regression model meets the normality assumption if the data spreads around the diagonal line and follows its direction or if the histogram shows a normal distribution pattern. The results of the normality test in this study can be seen in the following figure:

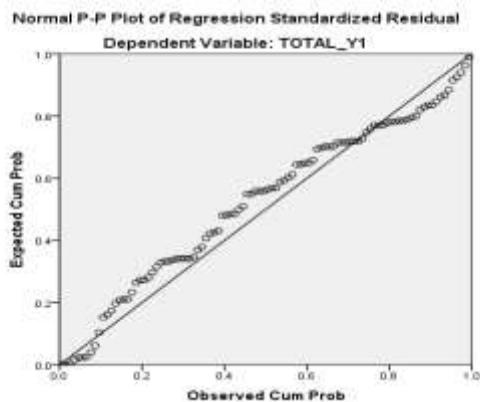


Figure 1. Normality Test Results

Source: IBM SPSS Statistic 23, Processed Data (2025)

Based on Figure 2, it can be seen that the normal P-Plot graph in the above image shows that the data points are located around the diagonal line or in alignment and form a diagonal line. The data is normally distributed. The normality assumption is fulfilled.

Heteroscedasticity Test

According to Ghozali (2018:137), the heteroscedasticity test aims to determine whether there is a variance inequality of the residuals from one observation to another in a regression model. According to Ghozali in Syamsuddin (2021), is that if there is a certain pattern, such as points forming a specific regular pattern (wavy, widening then narrowing), then heteroscedasticity has occurred. On the contrary, if there is no clear pattern and the points are scattered above and below the number 0 on the Y-axis, then heteroscedasticity does not occur. The results of the heteroscedasticity test in this study can be seen in the following figure:

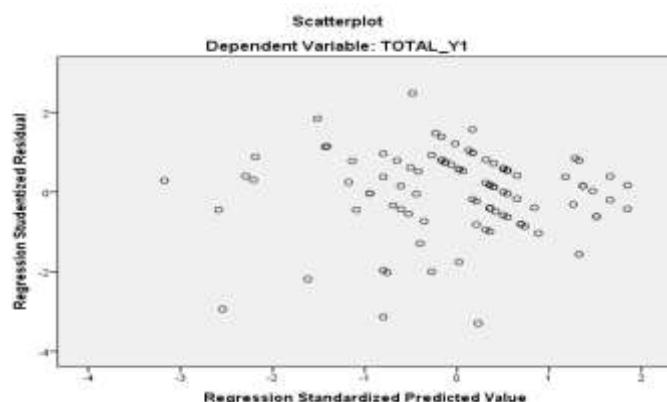


Figure 2. Heteroscedasticity Test Results

Source: IBM SPSS Statistic 23, Processed Data (2025)

As can be seen from the scatterplot in Figure 2, the data points are scattered above and below 0 on the y-axis without forming a specific pattern. Thus, it can be said that the data is free from heteroscedasticity, which means that the assumption is met.

Multicollinearity Test

According to Ghozali (2018:107), the multicollinearity test aims to examine whether the regression model shows a correlation among independent variables. A good regression model should not have correlation among the independent variables. Then the variables are not orthogonal. Orthogonal variables are independent variables that are uncorrelated. To determine whether there are symptoms of multicollinearity, it can be seen from the magnitude of the Tolerance and VIF (Variance Inflation Factor) values. The results of the multicollinearity test in this study are shown in the table below:

Table 3. Multicollinearity Test Results

Variable	Collinearity Statistics		Information
	Tolerance	VIF	
Price Perception (X1)	0.426	2.346	Sympton-Free of Multicollinearity
Service Quality (X2)	0.426	2.346	Sympton-Free of Multicollinearity

Source: Processed Data (2025)

Based on table 16, it can be seen that the price perception variable (X1) and service quality variable (X2) have a tolerance > 0.1 , which is 0.426. In addition, the VIF value of both variables is $2.346 < 10$. Thus, the independent variables can be said to be free from multicollinearity symptoms.

Multiple Linear Regression Analysis

According to Duli (2019) Multiple regression analysis aims to find the relationship between two or more variables where one variable depends on the other variable. The research conducted will examine the influence of two X variables, namely Price perception (X1) and service quality (X2), on the Y variable, which is repurchase intention. Here are the results of the multiple linear regression data analysis processed using IBM SPSS 23 Program Application:

Table 4. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	- 0.498	2.324	
Price Perception (X1)	0.383	0.100	0.384
Service Quality (X2)	0.298	0.069	0.432
a. Dependent Variable: Repurchase Intention			

Source: Processed Data (2025)

Based on the table 17 results of multiple linear regression, the following equation was obtained:

$$Y = -0.498 + 0.383X1 + 0.298X2 + 2.324 e$$

From the equation above, it can be explained that:

1. The symbol Y (Repurchase Intention) in the equation represents the repurchase intention variable (Y) as the dependent variable which is predicted based on the independent variables, namely price perception (X1) and service quality (X2).
2. The symbol a (constant) indicates the estimated value of repurchase intention (Y) with a value of -0.498 (negative). If all independent variables, namely price perception (X1) and service quality, are 0.
3. The symbol b1 (price perception) is the independent variable regression coefficient (X1) which has a positive influence on repurchase intention (Y) with a value of 0.383. This means that every optimization of price perception (X1) will increase repurchase intention by 0.383.
4. The symbol b2 (Service Quality) is the regression coefficient of the independent variable, service quality (X2) which has a positive influence on repurchase intention with a value of 0.298. This means that every optimization of service quality will increase repurchase intention (Y) by 0.298.

Based on the two regression coefficients of variables X1 and X2, the one that makes the biggest contribution to variable Y is variable X1 because it has the largest regression coefficient of 0.383.

Coefficient of Determination

According to Widarjono (2018:27) states that it is a tool for measuring how well the regression line fits the actual data or the level of conformity. The determination coefficient basically analyzes the extent to which the independent variable influences the dependent variable. Here are the determination calculation results for each variable as follows:

Table 5. Coefficients of Determination Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.765 ^a	0.585	0.576	1.724
a. Predictors: (Constant) Price Perception, Service Quality b. Dependent Variable: Repurchase Intention				

Source: Processed Data (2025)

Based on table 5 above, the adjusted R Square value is 0,576 (57,6%) shows that together, the variables price perception (X1) and service quality (X2) have an influence of 57,6% on repurchase intention (Y). Meanwhile, the remaining 42,4% is contributed by other variables that were not examined in this study.

Partial Test (T test)

Partial tests are used to determine the effect of each independent variable on the dependent variable. The t-test is used to determine the individual effect of each variable X on Y (Ghozali, 2018:179). The t table value is determined with a significant level of 0,05. The t table value is obtained by looking at $df = (n-k-1)$ where n is the sample size and k is the number of independent variables at a 5% significant level. The table value for a sample size (n) = 100 and the number of independent variables (k) = $df = 100 - 2 - 1 = 97$ is obtained as the table value = 1.660751

Table 6. Partial Hypothesis Testing Results

Variable	tcount	ttable	Sig.	Significant Level	Information
Price perception	3.830	1.660	0.000	0.05	Significant
Service Quality	4.309	1.660	0.000	0.05	Significant
a. Dependent Variable: Repurchase Intention					

Source: Processed Data (2025)

Based on table 6, which contains the t-test results, the following results were obtained as follows:

1. The results of the Price Perception (X1) test on Repurchase Intention (Y) show that the calculated t-value of 3.830 is greater than the table t-value of 1.660 and significant at $0.000 < 0.05$. Therefore, H_a is accepted and H_0 is rejected. Thus, it can be concluded that partially, the variable price perception (X1) has a positive and significant effect on repurchase intention (Y) at Family Mart Branch Kayutangan in Malang. Therefore, the first hypothesis is accepted.
2. The results of the service quality (X2) test on repurchase intention (Y) show that the calculated t-value of 4.309 is greater than the table t-value of 1.660 and is significant at $0.000 < 0.05$. Therefore, H_a is accepted and H_0 is rejected. Thus, it can be concluded that partially, the service quality variable (X2) has a positive and significant effect on repurchase intention (Y) at Family Mart Branch Kayutangan in Malang. Therefore, the second hypothesis is accepted.

Simultaneous Test (F test)

According to Ghozali (2018:179), the F statistical test is essentially conducted to determine whether all independent variables included in the model have a simultaneous effect on the dependent/related variable. The Ftable is obtained by calculating the value of $df = n - k$ where n is the number of samples and k is the number of independent variables for $\alpha = 0,05$. This study has a df2 value of $100 - 2 - 1 = 97$. The F table value for $df = 97$ is 3.090.

Table 7. Simultaneous Hypothesis Testing Results

Fcount	Ftable	Sig. Value	Sig. Level	Information
68,294	3,090	0,000	0,05	Significant

Source: Processed Data (2025)

From Table 7, which is the result of the F test, the calculated Fcount of 68,294 is greater than the Ftable of 3.090 with a significance value of $0.000 < 0.05$. It can be concluded that price perception (X1) and service quality (X2) simultaneously have a positive and significant influence on repurchase intention at the Family Mart branch Kayutangan in Malang. Thus, the third hypothesis is accepted.

VI. DISCUSSION

1. H1 Effect of Price Perception on Repurchase Intention at Family Mart Branch Kayutangan in Malang

Based on the data analysis, Price Perception has a positive and significant effect on Repurchase Intention at FamilyMart Kayutangan Malang. Respondents generally agreed that FamilyMart offers reasonable and satisfying prices, which contribute to their willingness to repurchase. The highest-rated statement (X1.4.8) showed that customers were satisfied with the prices of FamilyMart products, while the lowest-rated item (X1.2.4) indicated that some customers still considered FamilyMart's prices less reasonable compared to other convenience stores. Overall, these findings show that good price perception, covering affordability, price-quality match, competitiveness, and benefits, as described by Kotler and Keller (2009), can enhance customer satisfaction and encourage repeat purchases. This result is consistent with previous studies by Laela (2021) and Hidayat et al. (2020), confirming that positive price perception strengthens repurchase intention.

2. H2 Effect of Service Quality on Repurchase Intention at Family Mart Branch Kayutangan in Malang

Based on the data analysis, Service Quality has a positive and significant effect on Repurchase Intention at FamilyMart Kayutangan Malang. Respondents generally agreed that the service quality provided was good and contributed to their satisfaction and loyalty. The highest-rated statement (X2.5.10) showed that customers felt safe when shopping, while the lowest-rated statement (X2.3.5) indicated that some customers felt the products purchased did not always match the description. The t-test results (t-count $4.309 > t\text{-table } 1.660$, significance 0.000) confirm that better service quality increases the likelihood of repeat purchases. Service quality in this study was measured through five indicators: tangibility, reliability, responsiveness, assurance, and empathy, all of which received positive responses, especially regarding shopping convenience and consistent product availability. These results align with Raihana and Setiawan's (2018) findings that good service quality enhances customer satisfaction, builds trust and comfort, and encourages customer loyalty. Thus, maintaining strong human resource performance and improving service facilities are key to increasing repurchase intention.

3. H3 Effect of Price Perception and Service Quality on Repurchase Intention at Family Mart Branch Kayutangan in Malang

Based on the data analysis, Price Perception and Service Quality were found to have a simultaneous and significant effect on Repurchase Intention at FamilyMart Kayutangan Malang, based on responses from 100 respondents. The Repurchase Intention variable consisted of six statement items, all of which received positive mean scores. The highest-rated item (Y.2.3) showed that most respondents would choose FamilyMart Kayutangan as their first choice, while the lowest-rated item (Y.2.4) indicated that some customers do not shop there frequently. Most respondents were aged 17–25 (78%), suggesting that younger customers tend to have higher expectations regarding product quality, service, and facilities. The F-test results ($F\text{-value } 68.294 > F\text{-table } 3.090$, significance 0.000) confirm that Price Perception and Service Quality together significantly influence Repurchase Intention. These findings indicate that both factors are interrelated, reasonable pricing is perceived as more valuable when supported by excellent service quality, creating a satisfying overall shopping experience. This aligns with Mahendrayanti and Wardana's (2021) research, which highlights these two variables as key determinants of repurchase decisions in modern retail. Therefore, balancing competitive prices with high service quality is essential for strengthening customer loyalty and encouraging repeat purchases.

VI. CONCLUSION

Based on the results of the study entitled "The Influence of Price Perception and Service Quality on Repurchase Intention at Family Mart Retail Stores in Malang," several conclusions can be drawn that directly address the research questions and objectives.

1. First, this study shows that price perception has a partial positive and significant effect on repurchase intention. This means that when consumers perceive prices as fair, affordable, and commensurate with the benefits of the products obtained, they are more likely to make repeat purchases.
2. Second, this study also proves that service quality partially has a positive and significant influence on repurchase intention. Aspects such as employee responsiveness, store cleanliness, and service reliability contribute significantly to creating a satisfying shopping experience and encouraging consumer loyalty.
3. Third, price perception and service quality simultaneously have a significant effect on repurchase intention. The results of the coefficient of determination test show that the Adjusted R Square value is 0.576, meaning that 57.6% of the repurchase intention variable can be explained by the price perception and service quality variables together, while the remaining 42.4% is influenced by other variables not studied in this research, such as product quality, promotional strategies, store atmosphere, or customer satisfaction.

VII. SUGGESTIONS

Based on the results of this study, there are several suggestions that can be given to Family Mart, especially the Kayutangan branch in Malang.

1. Focus on the female segment (64%)

Family Mart is advised to strengthen marketing strategies that target female consumers, especially students and young workers. This can be done by presenting feminine-themed seasonal products, more aesthetically pleasing store visuals, and an app-based loyalty program that provides special offers for female customers.

2. Maintain the perception of premium prices with added value

Given that products such as bento and onigiri have higher prices, Family Mart needs to emphasize product value information, such as imported ingredients, nutritional quality, and authenticity of recipes. This will strengthen the perception of the price as "worth it" and encourage repeat purchases.

4. Strengthen responsive and courteous service

As service quality is proven to have a significant effect, staff need to be continuously trained to be responsive, friendly, and maintain service etiquette. Courtesy and speed of service are highly valued by female customers and affect the shopping experience.

5. Optimize visual promotions on social media

Given consumers' preference for product display, Instagram and TikTok-based promotions should feature food aesthetics, store ambience, and customer testimonials.

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